Colin
Bob
Needs list ASAP.
Will send video
at later date.
Roger.

TO: J. P. Renehan, Jr. - Philadelphia 1300
M. J. Goodman - Philadelphia 1310
R. C. Farmer - Buffalo 1600
S. G. Steen - Buffalo 1610

FROM: S. J. O'Leary

DATE: June 27, 1994

SUBJECT: SME Pack Swap Booth

During the month of April, we tested the concept of allowing interested Field Sales Representatives to volunteer to work the Pack Swap Booth at race events. Markets that participated in the test recommended that Sales Representatives in all SME race markets, if they were interested, should have the opportunity to volunteer to work the Pack Swap Booth.

As you are aware, various conversion efforts designed to engage smokers and convert them to RJR brands are underway. By working the Pack Swap Booth at race events, volunteer Sales Reps can develop one-on-one dialogue with race fans/competitive smokers in an effort to provide reasons for them to switch to our brands.

The following information details the Volunteer Sales Rep Pack Swap Booth Program. It is important to note this is strictly a volunteer program for exempt Field Sales Representative. Sales Representatives should not be told or forced to volunteer, but rather simply ask if they wish to volunteer. If no one volunteers, it is okay; the booths will be well staffed regardless of whether or not Field Sales volunteers are present.

Pack Swap Booth Program

- ROU informs local race market Sales Representatives of opportunity to volunteer to work Pack Swap Booth(s) at remaining 1994 SME race events.
- ROU forwards a list of volunteers by race event to Sales Planning Department (Fax #910/741-7851) 30 days prior to race event, and we will coordinate with SME the mailing of needed information to the volunteer(s).
  - Please provide volunteers' home address. Mailing packet will include: Program overview/agenda, map of speedway, selling points, name badge.
- All volunteers will receive a gift bag.
  Includes:
  - Race Golf Shirt
  - Cap
  - T-Shirt
- Volunteer Sales Reps will assist non-RJR booth attendants in identifying comparable RJR brands for competitive smokers then begin engaging smokers.
- Hotel accommodations will not be provided for volunteers. It is recommended Sales Representatives should come from the local race market area.

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Source: https://www.industrydocuments.ucsf.edu/docs/jxpm0000

On-Site - Pack Swap Booth Details

- SME responsible for setting up and handling booth/agency details.
- Usually six booth locations throughout event site.
- For Cup events, working hours are 7:30 am - 1:00 p.m.
- For Drag, Superbike, Hydro events, working hours are 9:00 a.m. - 5:00 p.m.
- Lunch is not included. Be prepared for your own meals.
- Casual dress: Light colored slacks, shirt to be provided in gift bag.

The program officially begins the weekend of July 23-24. To assist you, attached is a schedule of the remaining race events in your region. Please forward a list of volunteers, if any, for the remaining race events in your region to my attention (Fax #7851).

Also included is a Pack Swap Booth conversion video. Volunteers should review this video prior to the race event to get an idea of how pack swaps are conducted at the booth.

Should you have questions, please call me at extension #3466.

ccd

Attachments

c: R. M. Sanders
J. E. Powers
A. L. Barnett
W. J. Duffy, Jr.
M. G. Fagan
L. Shieh
B. J. Powell
D. L. Snyder
K. M. Wright

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Source: https://www.industrydocuments.ucsf.edu/docs/jxpm0000